Iris Feng

Ms. Pettit

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Cookbook Comparison Essay

*Food for Friends* and *365 ways to cook hamburger And Other Ground Meats* are two cookbooks that both promote the importance of social gathering, but one suggests the entertainment through food while the second one stresses the preservation of American classics ground meat represent. They reveal different opinion on the role of food through distinctive techniques and features such as the set up of the front cover, arrangement, set up, colors, images, and audience.

*Food for Friends*, just like what the title suggests, is a cookbook designed for social gatherings. The front cover zooms in to a salad plate and blurs into a dining table background. The contrasting vibrant colors attract eyeballs with a bit of purple flower that stands out from the blurred background. The glamorous table set up include candles, wine, flower vase. The context reveals a social gathering perhaps a friend’s get-together-dinner. Fran Warde reveals her claim about the role of food-an entertainment that brings people together and connects with one another.

This cookbook is filled with vibrant pictures. The use of contrasting colors suggests a versatile lifestyle. In almost every theme, Warde juxtapose two or more similar photos on one occasion. The zoom-in images of the actual dish or desert are placed right next to others that focus on the whole setting. This conveys the author’s purpose by shifting the audience attention from the finished result to the scene. For the theme of “relaxed garden barbecue”, Warde emphasizes on the old antique setting (33). The photograph of an ancient rural house attracts the audience’s attention with its vibrant blue wooden doors. The details in the picture such as the statue water fountain, rosy red flowers to highlight the simple place. These extreme details depict a simple but yet luxurious lifestyle. There are also pictures that demonstrate the steps of the recipe. Those demonstrate a promising easy process and convince the audience that everyone can make them.

The cookbook is arranged by theme, from Country Vegetarian to Elegant Dining. Each theme has its own distinctive style and approach not only to its menu but also its setting. Warde begins every theme with a description of the scene and style. For a beach banquet, Warde suggests “a beautiful table on the beach set with simple china and flatware-pure and soothing to the eye” (96). She reveals her opinion on the role of food as she “would share this state of bliss with friends, serving the most delicious food and wine, sitting in the sunshine, eating, and laughing in this happy pleasure zone.” The comfort atmosphere created surrounding food for social gathering and connection out values the product of the recipe.

The level of diction is simple, informal, and conversational. Warden often gives her personal preference or suggestion using first person pronoun. The casual tone creates a comfortable atmosphere for the audience who would be more engaged to the different thems.

The audience of this cookbook is host, and stereotypically, female host. The vibrant pictures attract to women more than men. The instructions are not in detail which aims towards experienced cookers. The book includes a cook plan which tells the cooker what to do the day before, on the day, and right before serving. The well organized plan appeals to busy host but also who have a strong taste of lifestyle.

\*Each menu includes a simple work plan and tips on cooking ahead, suggestions for drinks to match the food, as well as stylish presentation ideas. easy

In *365 ways to cook hamburger And Other Ground Meats*, Rick Rodgers suggests the vital role of ground meat in American diet. Ground meats defines the American style. Rodgers offers 365 ways to celebrate this unique feature in American culture using “flavorful, economical, versatile ground meats” (1).

The title of the book appeals to meat lovers who enjoy simplicity and variety. The front page presents cartoon images of a hamburger, taco, and meatballs. The cookbook also contains no image. Stereotypically, the audience would be male cooks due to the lack of colors but straightforward description and instructions.

The recipes are arranged into fourteen chapters. Each chapter is responsible for incorporating ground meat into our diet in different approaches from appetizers to brunch. The details to the ground meat instead of a simple cheeseburger serve an entertaining purpose. The name of each dish is homey and family like. Diana’s lamb burgers or simple name like stuffed surprise burgers add an exciting American flavor to the atmosphere.

The serving for each recipe is from four to six people. The prep and cook time varies from ten minutes to two hours. The quick time and servings targets at small family gatherings while enjoying a typical American dish.

The recipe is in great details and the ingredients are common affordable products. The audience inclines to be inexperienced cookers as Rodgers specifies the steps of defrosting frozen ground meat using a microwave.

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While both cookbooks claim that food is bridge to social gathering, *Food for friends* promotes a high class, luxurious life style that brings friends together while *365 Ways to Cook Hamburger* emphasizes more about practical making of ground meats on a smaller family scale.

Work Cited

Rodgers, Rick. *265 Ways to Cook Hamburger and Other Ground Meats*. 1st Ed. New York: HarperCollins Publishers, 1991. Print.

Warde, Fran. *Food for Friends: Simply Delicious Menus for Easy Entertaining.* New York: Ryland Peters & Small, 2002. Print.